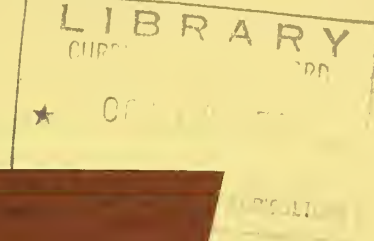


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Household Purchases of

- Fluid Milk
- Nonfat Dry Milk
- Butter & Margarine

March 1958



HPD-57

May 1958

Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D.C.

PREFACE

This series of monthly reports is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946.

Reports in this series covering the months April 1954 through March 1956 showed estimates of household purchases and related information for butter, cheese, nonfat dry milk, and margarine. Starting April 1956, coverage was changed to include data on fluid whole milk and fluid skim milk products in addition to butter. The coverage on margarine and nonfat dry milk was resumed starting April 1957.

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it under contract with the Department. The data are based on reports from a sample of approximately 6,000 families reporting weekly in pre-printed diaries on their purchases of food. Data on butter and margarine prior to April 1954 were based on a sample of about 4,300 families and were statistically adjusted to the level reported from the 6,000 family sample.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF FLUID MILK,
NONFAT DRY MILK, BUTTER, AND
MARGARINE, MARCH 1958

: The data in this report are estimates of total purchases :
: by household consumers only, and do not include consumption in :
: restaurants, hotels, hospitals, or other institutional outlets.:
: Data for a month are for a 4-week period (28 days) to permit :
: comparisons of purchase volume between periods of equal length.:
:

FLUID MILK 1/

Total: Household consumers purchased 1.3 billion quarts of fluid milk (whole and skim) in a 28-day period in March 1958, a slight decline from the February 1958 peak, but 3 percent more than the estimated quantity purchased in the like period of March 1957. Purchases of fluid milk during the marketing year (April 1957-March 1958) totaled about 4.5 percent more than in 1956-57.

Consumers purchased the equivalent of 7.7 quarts of fluid milk per person in March 1958, up slightly from March a year earlier. 2/ For the 1957-58 dairy marketing year, per capita purchases were 2 percent higher than a year earlier. About 85 percent of all United States families made one or more purchases of fluid milk in March 1958, down 3 percentage points from the previous month, but about the same as in the corresponding 28-day period in 1957. 3/

Fluid whole milk: During a 28-day period in March 1958 household consumers bought 1,217 million quarts of whole milk for home use, compared with 1,180 million quarts a year earlier. 4/ The 3-percent increase in total purchases was accompanied by a slight gain in the quantity bought on a per capita basis; consumers bought the equivalent of 7.3 quarts of whole milk per person in March 1958. The proportion of families buying fluid whole milk in March 1958--83 percent--was about the same as a year earlier.

Consumers spent the equivalent of \$1.72 per person for whole milk in March 1958, compared with \$1.67 in the corresponding 4-week period in 1957. The 3-percent increase in per capita expenditure principally reflected the 0.4 cent advance in prices paid from a year earlier to 23.6 cents per equivalent quart in March 1958. The average price paid for whole milk in single-quart containers, at 25.4 cents per quart, was up 0.9 cent from March 1957. Price paid by householders for whole milk in half-gallons was 22.5 cents per quart equivalent; for milk in gallon containers, 19.1 cents per quart equivalent; each advanced 0.5 cent in March 1958 from the level of a year earlier. During the 1957-58 dairy marketing season, monthly average prices paid for whole milk in quart-size units were 1 cent higher than in 1956-57; and half-gallon and gallon prices each were up an average of 0.4 cent per equivalent quart.

1/ Fluid cream and half-and half mixtures are not included in these data.

2/ Per capita purchases are based on total U. S. civilian noninstitutional population.

3/ Slightly over 10 percent of all families reporting in this survey live on farms and many of these families have farm produced milk available for their own use.

4/ Fluid whole milk includes extra grades, regular grades, homogenized and not homogenized, and fortified and unfortified whole milk products.

Less than 600 million quarts of whole milk were purchased in single-quart containers in March 1958 contrasted to the 616 million quarts bought in multiple-quart containers. The volume obtained by householders in half-gallon units accounted for about 84 percent of the multiple-quart purchases. Compared with March 1957, purchases of whole milk in quart containers declined nearly 11 percent, while buying in half-gallons and gallons each scored 21-percent gains.

Whole milk bought in quart-size containers during the 1957-58 season represented 53 percent of combined purchases in all containers, compared with 60 percent in 1956-57. Between the two 12-month periods, purchases in half-gallon containers rose from 33 to 40 percent of the total volume bought; gallon-unit buying remained at 7 percent of the total.

Fluid skim milk: Householders bought 72 million quarts of fluid skim milk in March 1958 (28-day period), up 2 percent from a year earlier. ^{5/} Total 1957-58 purchases ran nearly 5 percent ahead of the comparable 1956-57 volume. Per capita purchases in March 1958 remained at 0.43 quart, but the proportion of families buying exceeded 20 percent, a slight increase from a year earlier.

Purchases of skim items in half-gallons in March scored a 23-percent gain over March 1957, while total 1957-58 buying in this size unit was up about 11 percent from April 1956-March 1957. Nevertheless, approximately 3 of every 4 quarts of skim milk was bought in single-quart containers in 1957-58; most of the remaining volume was purchased in half-gallons.

Householders paid an average of 19.9 cents per equivalent quart for all skim milk purchases in March 1958, up a half cent from a year earlier. The price paid for skim milk in single quarts--20.6 cents--also advanced 0.5 cent, while the half-gallon price, at 18 cents per quart, averaged 0.3 cent higher than a year earlier. Compared with April 1956-March 1957, prices paid for skim milk in quarts and half-gallons (quart-equivalent basis) in 1957-58 averaged a half cent higher, but the small quantity bought in gallon units remained unchanged in price.

NONFAT DRY MILK

Consumer purchases of nonfat dry milk in March 1958 totaled 16.8 million pounds, compared with 13.1 million pounds in March 1956. The 28-percent gain in total purchases from 2 years earlier was accompanied by a 24-percent increase in the per capita buying rate. The average size of purchase per buying family rose about 13 percent from March 1956 to slightly less than 25 ounces.

Total and per capita purchases of nonfat dry milk in 1957-58 reflected gains of 10 and 7 percent, respectively, over 1955-56 season's levels, with practically all of the increase occurring in the last 8 months (August 1957-March 1958).

Householders paid an average of 40.8 cents per pound equivalent for all purchases of nonfat dry milk in March 1958, up 1.5 cents from March 1956. Prices paid for actual 1-pound units of nonfat dry milk, at 39.9 cents, advanced 4 cents

^{5/} Fluid skim milk includes skim, fortified skim, buttermilk, and flavored milk drinks.

from March 2 years earlier. Expenditures per 1,000 capita for nonfat dry milk rose from 32 cents in March 1956 to about 41 cents in the same 1958 period on the basis of the average price paid for all sizes of purchases.

BUTTER

United States householders purchased slightly more than 65 million pounds of butter in March 1958, about 2 percent less than in the comparable 28-day period a year earlier. ^{6/} Butter purchases in 6 of the last 7 months in the 1957-58 season reflected slight declines from the corresponding months a year earlier, but the total 1957-58 purchase volume was about the same as in the preceding year.

In March 1958 consumers purchased about 0.39 pound of butter per person, down nearly 4 percent from March 1957 and the lowest for the month since 1954. About 44 percent of all families bought butter one or more times in March 1958, a slight decrease from a year earlier and the smallest proportion yet reported for March in this series.

Butter consumers paid an average of 71.3 cents per pound in March 1958, compared with 70.4 cents in March 1957. Expenditures for butter in both 4-week periods averaged just under \$2.10 per buying family.

MARGARINE

Household margarine purchases totaled 113 million pounds in March 1958, up 20 percent from March 2 years earlier (see 6/). Each of the 12 monthly (28-day) estimates of margarine purchases in the April 1957-March 1958 period exceeded the respective volume reported for any prior corresponding month in this series.

On a per capita basis, household purchases were equivalent to 0.68 pound in March 1958, or 16 percent higher than 2 years earlier. For the marketing year as a whole per capita buying ran about 6 percent ahead of the 1955-56 purchase rate. The 64 percent of families buying margarine in March 1958 reflected a rise of nearly 5 percentage points, compared with March 1956.

Consumers paid an average of 25.9 cents per pound for margarine in March 1958, up 1.3 cents from 2 years earlier. In addition, householders bought more margarine per family. As a result, the average expenditure per buying family rose from 80 cents in March 1956 to 92 cents in March 1958.

: Beginning with the April 1958 issue, this report will include :
: data on household purchases of fluid milk, nonfat dry milk, and :
: butter. The reporting of margarine will be discontinued. However, :
: the January-March 1958 quarterly report will include data on :
: margarine. :
:

^{6/} It is estimated that home use of butter accounts for close to 70 percent of total use of creamery butter, while margarine used at home accounts for 90 percent of total domestic use. In addition, substantial quantities of butter are consumed on farms where produced.

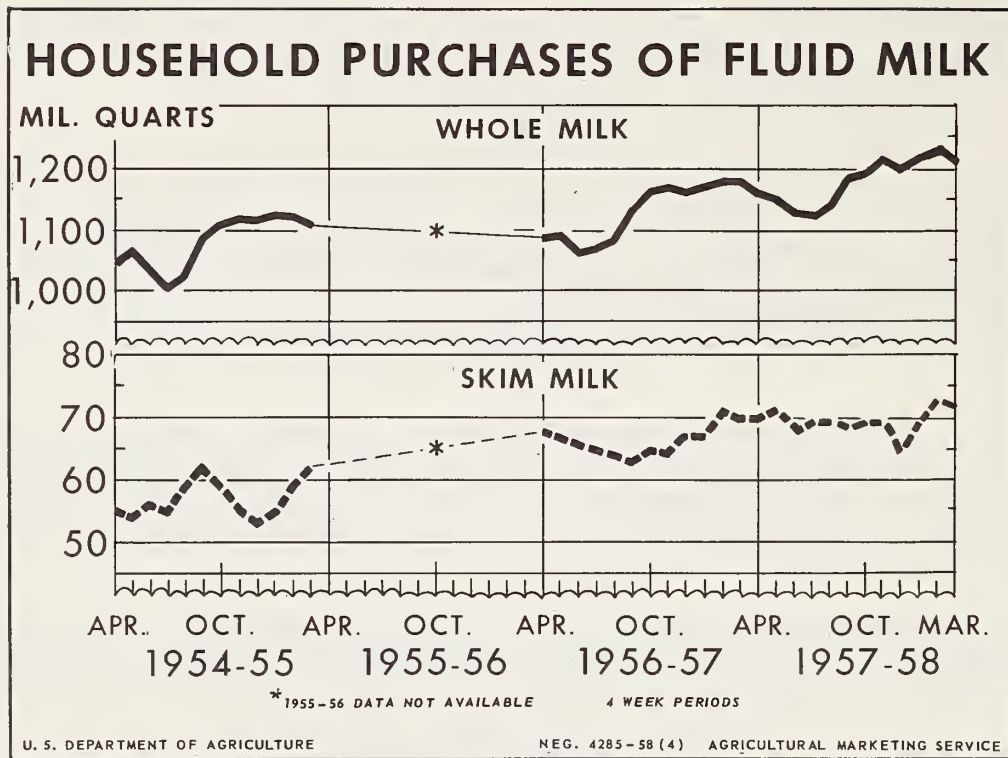


Figure 1

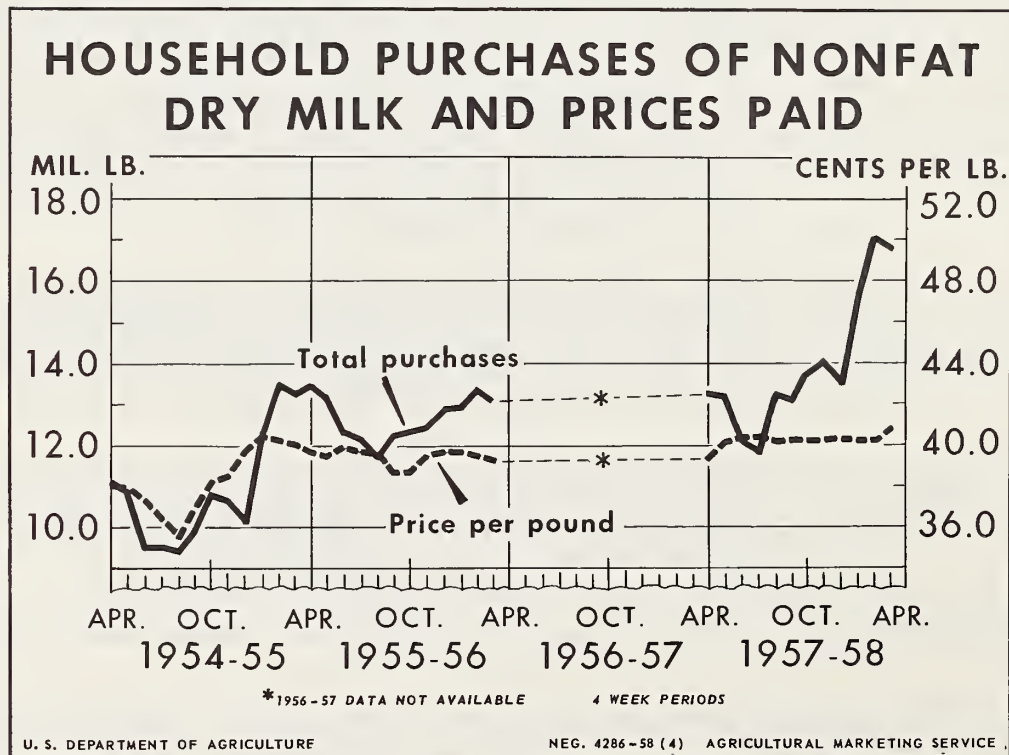


Figure 2

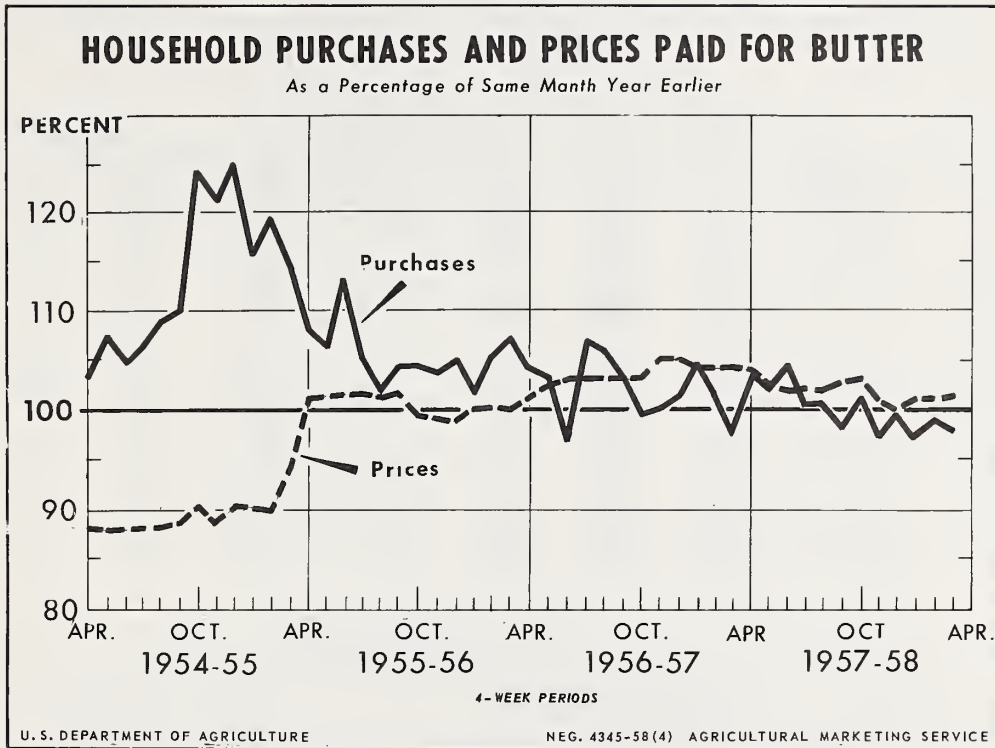


Figure 3

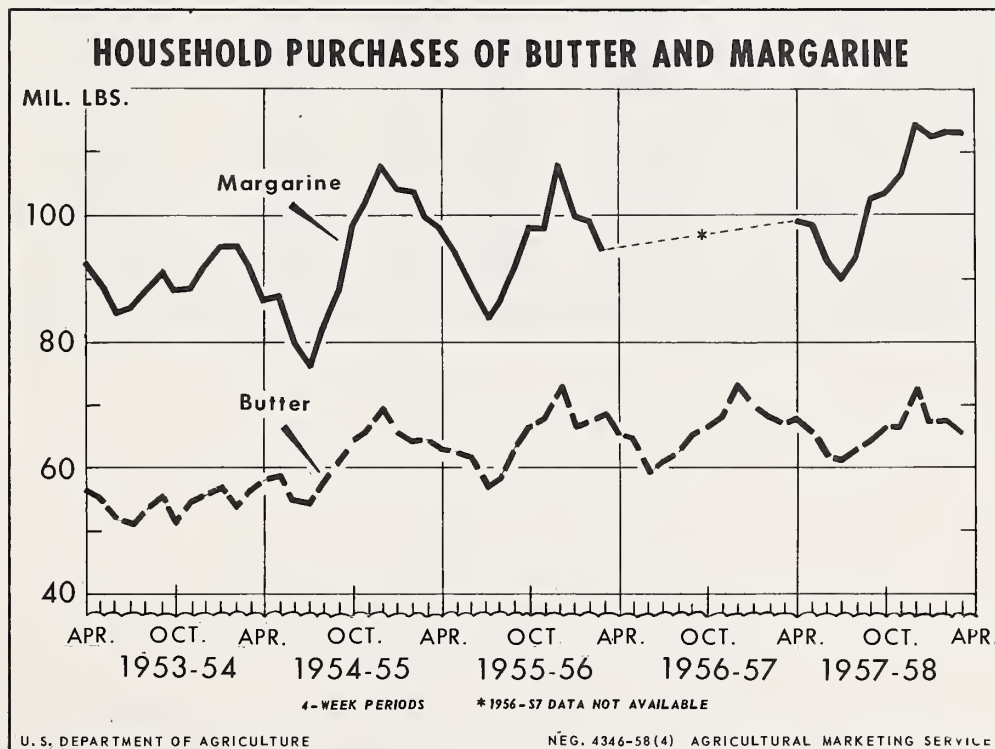


Figure 4

Table 1.--Nonfat dry milk: Household purchases and average price paid, U. S., 4-week periods

Period	Quantity purchased								
	Total			Per 1,000 population			Average per purchase		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	<u>1,000 pounds</u>	<u>1,000 pounds</u>	<u>1,000 pounds</u>	<u>Pounds</u>	<u>Pounds</u>	<u>Pounds</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>
April.....	13,261	13,500	11,080	80.2	83.6	70.2	23.8	19.5	21.1
May.....	13,192	13,180	10,880	79.8	81.6	68.9	24.8	19.9	21.1
June.....	12,048	12,420	9,560	72.9	76.9	60.5	23.0	20.4	22.6
July.....	11,890	12,140	9,560	71.7	75.8	60.1	22.9	20.5	23.5
August.....	13,211	11,720	9,410	79.6	73.1	59.1	24.8	20.0	22.6
September.....	13,068	12,230	9,910	78.7	76.3	62.3	23.8	20.8	22.0
October.....	13,720	12,330	10,860	82.4	76.5	67.7	23.9	21.3	20.6
November.....	14,015	12,420	10,660	84.2	77.0	66.5	23.5	21.5	20.3
December.....	13,526	12,880	10,110	81.3	79.9	63.1	24.8	21.5	19.9
January.....	15,719	12,910	12,360	94.1	80.0	77.1	24.8	21.1	18.9
February.....	17,057	13,350	13,510	102.2	82.7	84.2	25.2	21.5	18.8
March.....	16,761	13,090	13,280	100.4	81.2	82.8	24.6	21.8	18.6
Average price paid									
	Per pound for all purchases			Per actual 1-pound unit purchase					
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55			
	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>			
April.....	39.3	39.7	38.1	36.4	35.4	36.7			
May.....	40.1	39.5	37.8	37.3	35.4	36.1			
June.....	41.6	39.9	37.3	38.6	35.8	35.4			
July.....	41.6	39.7	36.4	38.3	35.8	34.8			
August.....	40.7	39.6	35.5	37.7	35.9	33.7			
September.....	41.4	38.7	36.7	38.0	34.9	34.1			
October.....	41.1	38.7	38.3	37.7	35.4	35.0			
November.....	41.0	39.5	38.5	38.1	36.1	35.9			
December.....	41.4	39.7	39.7	38.9	36.6	35.6			
January.....	41.0	39.6	40.5	38.9	36.2	36.1			
February.....	41.0	39.5	40.3	38.3	36.3	35.8			
March.....	40.8	39.3	40.2	39.9	35.9	35.8			

Table 2.--Fluid whole milk and fluid skim milk: Percentage of families buying, U. S., 4-week periods

Period	Any fluid milk			Fluid whole milk			Fluid skim milk		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
April.....	84.4	81.8	82.6	82.9	79.8	81.0	19.9	19.4	18.7
May.....	84.3	82.8	80.9	82.8	80.9	79.5	20.0	19.2	18.0
June.....	85.3	82.0	81.6	83.7	80.4	80.1	20.5	20.0	19.4
July.....	85.6	83.5	81.1	84.1	82.0	79.8	20.9	20.5	19.3
August.....	85.2	83.6	81.9	83.8	82.6	80.5	20.5	20.7	19.8
September.....	85.7	83.2	81.4	84.0	82.4	80.0	20.4	19.6	19.2
October.....	85.6	83.6	82.9	83.9	82.2	81.4	20.0	18.6	17.9
November.....	85.3	83.9	82.7	83.7	83.1	81.3	20.2	18.8	18.2
December.....	86.6	84.3	82.6	85.2	82.6	81.1	17.6	19.0	16.7
January.....	87.0	84.0	81.8	85.3	81.6	80.2	20.5	19.5	18.9
February.....	87.8	83.3	83.2	85.8	81.6	82.0	21.5	20.4	18.7
March.....	85.0	84.6	81.9	83.5	83.0	80.3	20.3	19.8	19.6

Table 3.--Fluid whole milk and fluid skim milk: Household purchases per capita in quart equivalent, U. S., 4-week periods

Period	Total			Fluid whole milk			Fluid skim milk		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
April.....	7.46	7.11	6.97	7.04	6.69	6.62	0.42	0.42	0.35
May.....	7.39	7.15	7.07	6.96	6.74	6.74	.43	.41	.34
June.....	7.25	6.96	6.90	6.84	6.55	6.54	.41	.41	.35
July.....	7.21	7.01	6.65	6.79	6.60	6.31	.42	.41	.35
August.....	7.27	7.10	6.79	6.85	6.70	6.42	.42	.40	.37
September.....	7.56	7.39	7.19	7.15	7.00	6.80	.41	.39	.39
October.....	7.59	7.53	7.31	7.17	7.13	6.94	.42	.40	.37
November.....	7.69	7.56	7.31	7.27	7.17	6.97	.42	.39	.34
December.....	7.61	7.55	7.31	7.22	7.14	6.98	.39	.41	.33
January.....	7.70	7.55	7.35	7.28	7.14	7.01	.42	.41	.34
February.....	7.79	7.59	7.36	7.36	7.16	6.99	.43	.43	.37
March.....	7.72	7.61	7.34	7.29	7.18	6.96	.43	.43	.38

Table 4.--Fluid whole and skim milk: Total household purchases and average price paid, U. S., 4-week periods

Period	Fluid whole milk					
	Quantity purchased			Average price paid per quart equivalent		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Cents	Cents	Cents
April.....	1,163	1,086	1,046	23.0	22.2	21.9
May.....	1,150	1,093	1,064	22.9	22.3	21.6
June.....	1,130	1,064	1,034	22.8	22.4	21.6
July.....	1,127	1,067	1,003	23.0	22.5	21.8
August.....	1,137	1,083	1,021	23.2	22.7	22.0
September.....	1,186	1,131	1,082	23.4	22.8	22.2
October.....	1,194	1,163	1,112	23.6	23.0	22.3
November.....	1,210	1,170	1,117	23.7	23.1	22.4
December.....	1,202	1,164	1,119	23.8	23.2	22.4
January.....	1,216	1,173	1,125	23.8	23.3	22.3
February.....	1,229	1,176	1,121	23.7	23.3	22.3
March.....	1,217	1,180	1,116	23.6	23.2	22.1
Fluid skim milk						
	Million quarts	Million quarts	Million quarts	Cents	Cents	Cents
April.....	70.0	68.2	54.7	19.0	18.5	18.8
May.....	71.0	67.3	53.6	19.1	18.6	18.5
June.....	68.6	65.9	55.7	18.9	18.5	18.4
July.....	69.6	65.4	55.3	18.7	18.6	18.6
August.....	69.7	64.0	59.2	18.8	18.8	18.7
September.....	68.7	63.4	61.7	19.3	18.9	19.2
October.....	69.6	64.9	58.7	19.5	19.1	19.0
November.....	69.4	63.7	55.0	19.6	19.3	18.9
December.....	64.3	66.6	53.0	19.7	19.4	18.8
January.....	69.6	66.9	54.6	19.9	19.4	18.8
February.....	72.4	71.2	58.7	20.0	19.3	18.6
March.....	72.0	70.5	61.6	19.9	19.4	18.5

Table 5.--Fluid whole milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased 1/								
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	656	691	787	423	321	202	82.9	72.4	57.3
May.....	648	690	793	420	330	208	80.3	72.4	62.1
June.....	624	663	772	423	329	200	80.2	71.2	60.7
July.....	606	651	745	441	341	204	77.7	73.6	53.7
August.....	606	653	759	447	356	208	82.3	73.4	54.0
September.....	632	674	801	459	379	219	91.7	77.3	61.3
October.....	633	687	816	468	394	230	90.8	81.4	66.2
November.....	633	683	811	482	405	242	92.8	81.8	62.3
December.....	620	678	807	486	403	247	93.6	82.7	66.3
January.....	614	681	800	509	412	254	90.4	79.0	69.2
February.....	609	675	790	520	418	256	97.8	81.6	74.4
March.....	599	671	783	516	426	260	99.8	82.8	70.9
Average price paid per quart equivalent 2/									
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	24.4	23.2	22.7	21.8	20.9	20.4	18.6	18.1	17.5
May.....	24.3	23.3	22.4	21.7	21.2	19.9	18.4	18.5	17.0
June.....	24.3	23.3	22.5	21.6	21.3	19.5	18.2	18.2	16.6
July.....	24.4	23.5	22.7	21.8	21.3	19.7	18.6	18.3	16.8
August.....	24.6	23.7	22.8	22.0	21.6	20.1	18.9	18.5	17.2
September.....	25.0	23.9	23.1	22.2	21.7	20.4	19.0	18.6	17.2
October.....	25.2	24.2	23.2	22.3	21.9	20.6	19.1	18.5	17.6
November.....	25.4	24.4	23.2	22.4	22.0	20.7	19.2	18.5	17.8
December.....	25.5	24.5	23.3	22.4	22.1	20.5	19.4	18.6	18.2
January.....	25.6	24.5	23.2	22.5	22.2	20.5	19.3	19.0	17.9
February.....	25.4	24.5	23.3	22.5	22.1	20.5	19.3	18.8	17.9
March.....	25.4	24.5	23.1	22.5	22.0	20.3	19.1	18.6	17.7

1/ Excludes other sizes such as half-pint, pints, and third quarts estimated at about 2.4 million quarts equivalent monthly.

2/ Prices not available for smaller-than-quart sizes.

Table 6.--Fluid skim milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased 1/								
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	54.2	53.4	47.9	13.5	11.9	4.0	2.1	2.7	2.7
May.....	53.9	51.9	47.2	15.3	13.0	3.8	1.7	2.3	2.4
June.....	51.9	50.7	48.7	13.5	12.7	5.4	3.0	2.4	1.5
July.....	53.4	50.2	48.5	13.3	12.9	4.4	2.7	2.2	2.3
August.....	52.4	49.9	50.6	14.4	11.9	5.5	2.8	2.1	3.0
September.....	51.7	48.3	53.3	14.5	13.5	5.4	2.4	1.6	2.8
October.....	52.3	49.2	51.4	14.7	13.6	4.8	2.5	2.1	2.2
November.....	52.4	48.8	48.9	15.2	13.4	4.4	1.7	1.5	1.7
December.....	48.4	50.4	46.4	14.2	14.0	4.7	1.6	2.1	1.7
January.....	51.5	49.8	46.0	16.4	15.2	6.5	1.5	1.8	2.0
February.....	53.3	53.9	50.2	17.3	15.0	6.4	1.7	2.3	1.9
March.....	53.3	55.1	52.4	16.6	13.5	7.3	2.0	1.8	1.7
Average price paid per quart equivalent 2/									
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	19.8	19.2	19.4	17.3	16.5	15.7	10.6	11.3	11.9
May.....	19.9	19.3	19.0	17.3	16.6	15.7	10.1	11.6	10.3
June.....	19.8	19.3	18.9	17.2	16.5	15.7	10.4	10.5	10.4
July.....	19.5	19.5	19.3	17.0	16.1	16.1	10.2	11.1	9.2
August.....	19.8	19.5	19.4	16.9	16.8	16.6	9.8	12.1	9.5
September.....	20.1	19.9	20.1	17.4	16.5	15.4	12.0	10.2	9.4
October.....	20.4	20.0	19.5	17.7	17.0	17.2	11.7	11.0	12.4
November.....	20.3	20.0	19.4	17.7	17.3	15.8	12.9	12.9	10.7
December.....	20.4	20.1	19.2	17.7	17.8	17.1	12.7	13.4	10.8
January.....	20.6	20.0	19.3	18.0	17.9	16.7	12.4	12.9	12.6
February.....	20.8	20.0	19.1	18.0	17.9	16.6	14.2	12.5	10.5
March.....	20.6	20.1	19.1	18.0	17.7	15.9	13.9	11.4	12.5

1/ Excludes other sizes such as half-pints, pints, and third quarts estimated at 0.2 million quarts equivalent monthly.

2/ Prices not available for smaller than quart sizes.

Table 7.--Butter: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased									
	Total					Per 1,000 population in households				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Pounds	Pounds
April.....	67.3	65.1	62.7	58.0	56.2	407	401	388	367	369
May.....	65.4	64.2	62.2	58.5	54.7	396	396	385	371	359
June.....	61.9	59.3	61.3	54.5	51.9	374	366	380	345	340
July.....	61.1	61.0	57.0	54.2	50.9	368	377	356	341	332
August.....	62.6	62.2	58.7	57.9	53.3	377	385	366	364	348
September.....	64.3	65.2	63.1	60.4	55.1	387	404	394	379	360
October.....	66.5	65.8	66.0	63.2	51.0	400	403	409	394	331
November.....	66.4	68.1	68.0	65.7	54.4	399	418	422	410	353
December.....	72.9	73.0	72.4	69.2	55.5	438	448	449	432	361
January.....	67.1	69.2	66.2	65.3	56.6	402	421	411	407	367
February.....	67.4	67.9	67.2	63.8	53.4	404	413	417	398	346
March.....	65.3	66.5	68.3	64.0	56.3	391	405	423	399	365
	Percentage of all families buying					Average price paid per pound				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Percent	Percent	Percent	Percent	Percent	Cents	Cents	Cents	Cents	Cents
April.....	45.8	45.3	45.1	44.0	44.7	70.2	67.7	67.2	66.6	75.4
May.....	45.5	45.6	45.2	42.8	43.5	70.0	68.4	66.7	66.0	75.0
June.....	45.0	44.4	44.6	41.4	42.7	69.6	68.4	66.5	65.7	74.5
July.....	44.4	45.5	44.0	42.2	43.3	70.0	68.5	66.7	65.8	74.5
August.....	44.7	46.0	45.1	43.3	44.2	69.8	68.5	66.7	66.0	74.7
September.....	45.2	46.6	46.1	43.1	45.9	71.0	69.2	67.4	66.4	74.9
October.....	45.2	46.3	46.3	45.4	43.7	71.9	69.8	67.7	68.1	75.3
November.....	45.3	47.6	47.6	46.2	44.8	71.5	70.9	67.6	68.2	76.6
December.....	48.1	48.8	49.0	48.5	44.4	71.3	71.1	67.8	68.6	76.0
January.....	46.0	46.4	46.9	45.5	42.8	71.6	70.8	68.0	68.2	75.6
February.....	46.9	46.1	46.5	45.6	42.2	71.4	70.6	67.8	67.7	75.2
March.....	43.9	45.2	47.2	45.4	44.1	71.3	70.4	67.5	67.6	72.2
	Per buying family									
	Purchases					Quantity per purchase				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Number	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds	Pounds
April.....	2.64	2.66	2.64	2.74	2.71	1.11	1.11	1.09	1.09	1.06
May.....	2.57	2.63	2.60	2.80	2.75	1.12	1.10	1.10	1.10	1.04
June.....	2.46	2.51	2.60	2.72	2.64	1.12	1.09	1.09	1.09	1.04
July.....	2.47	2.47	2.45	2.65	2.58	1.11	1.10	1.09	1.09	1.04
August.....	2.54	2.52	2.50	2.81	2.67	1.10	1.10	1.08	1.08	1.03
September.....	2.59	2.62	2.58	2.86	2.69	1.09	1.09	1.09	1.09	1.03
October.....	2.67	2.62	2.68	2.84	2.59	1.10	1.10	1.10	1.09	1.02
November.....	2.62	2.61	2.66	2.88	2.65	1.11	1.11	1.11	1.09	1.04
December.....	2.64	2.71	2.70	2.66	2.68	1.14	1.12	1.13	1.11	1.05
January.....	2.63	2.70	2.65	2.73	2.90	1.10	1.11	1.10	1.09	1.04
February.....	2.59	2.66	2.70	2.65	2.73	1.10	1.11	1.10	1.10	1.04
March.....	2.70	2.68	2.68	2.67	2.75	1.09	1.11	1.11	1.09	1.04

Table 8.--Margarine: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased							
	Total				Per 1,000 population in households			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Pounds
April.....	99.0	97.5	86.3	92.1	599	604	546	605
May.....	98.6	93.8	87.1	89.1	597	581	551	584
June.....	92.9	89.1	79.9	84.5	562	551	506	554
July.....	89.7	83.6	76.2	85.5	541	522	479	558
August.....	93.4	86.6	82.7	88.0	563	540	520	574
September.....	102.9	91.5	87.8	91.1	620	571	552	595
October.....	103.6	97.8	98.7	88.2	623	606	616	573
November.....	106.5	97.8	101.8	88.5	640	607	635	575
December.....	114.4	107.3	107.4	91.8	688	666	670	597
January.....	112.8	99.8	103.9	94.6	675	619	648	614
February.....	113.2	99.2	103.4	94.7	678	615	645	600
March.....	113.0	94.3	99.4	91.7	677	585	620	581
	Percentage of all families buying				Average price paid per pound			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Percent	Percent	Percent	Percent	Cents	Cents	Cents	Cents
April.....	59.3	60.3	56.4	58.6	26.9	25.3	26.2	26.2
May.....	60.3	59.5	56.4	57.7	26.5	24.7	26.4	26.5
June.....	58.6	57.3	54.7	56.9	26.1	24.7	26.7	26.0
July.....	55.8	55.9	53.5	57.7	26.2	24.8	26.9	26.0
August.....	57.5	57.1	55.7	58.7	26.2	25.0	26.8	26.1
September.....	60.1	58.0	58.0	59.9	26.1	25.1	26.8	25.8
October.....	60.6	59.2	62.4	58.9	26.0	24.7	26.2	25.4
November.....	62.4	60.6	63.4	60.0	26.0	24.7	25.5	26.0
December.....	64.7	63.4	63.7	60.0	26.2	24.6	25.7	26.7
January.....	63.4	59.9	63.2	58.7	26.1	24.4	25.7	26.7
February.....	65.8	60.0	63.3	60.7	25.9	24.3	25.7	25.8
March.....	64.1	59.4	61.6	59.8	25.9	24.6	25.5	25.9
	Per buying family							
	Purchases				Quantity per purchase			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds
April.....	2.18	2.19	2.38	2.47	1.53	1.52	1.45	1.43
May.....	2.11	2.11	2.39	2.45	1.55	1.54	1.44	1.42
June.....	2.04	2.08	2.25	2.35	1.55	1.54	1.45	1.43
July.....	2.06	2.04	2.23	2.31	1.55	1.52	1.43	1.46
August.....	2.09	2.08	2.31	2.36	1.55	1.51	1.44	1.45
September.....	2.18	2.16	2.36	2.40	1.56	1.51	1.43	1.43
October.....	2.18	2.21	2.39	2.24	1.56	1.54	1.46	1.49
November.....	2.16	2.15	2.41	2.24	1.57	1.55	1.48	1.46
December.....	2.19	2.20	2.29	2.37	1.60	1.59	1.53	1.47
January.....	2.24	2.18	2.29	2.46	1.57	1.57	1.48	1.46
February.....	2.18	2.15	2.25	2.37	1.59	1.58	1.51	1.45
March.....	2.23	2.10	2.24	2.37	1.59	1.55	1.50	1.43

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